



# BRUCE STRONG


## Graphic Designer

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## PROFILE

Graphic Design isn't just my profession, it's a passion and an inherent part of who I am. Over the past 16 years, I've developed a reputation as the go-to 'graphics guy' in my hometown community by producing logos, apparel, posters, and more for a variety of clients including: musicians, national festivals, business owners and event coordinators. In 2021 I fulfilled my dream of moving out West and now I am curious to see where I can take my career.

## SKILLS

Logo Design

Illustration

Web Design

Branding

Layout Design

Apparel Design

Photo Editing

## EXPERIENCE

### SENIOR GRAPHIC DESIGNER

ManifestU

*Mesa, AZ / Aug 2023 - Present*

- Developed branding guidelines and executed a rebranding for all ManifestU, Pace Morby, and the Gator Method content.
- Created illustrations, animations and logos to enhance the visual identity of Pace Morby and the Gator Method.
- Oversaw and guided a team of graphic designers in the creation of logos, social media graphics, and other relevant content.
- Collaborated with the web developer to design websites for our brands and events, contributing to a seamless online presence.

### CONTENT DESIGNER

Nikola Motor Co.

*Coolidge, AZ / Oct 2021 - June 2023*

- Collaborated with subject matter experts to gather requirements for training topics such as; torque, high voltage electricity, high voltage components and other vital concepts.
- Responsible for developing and designing introductory mechanical and electrical training material for new hires, along with advanced level training for their career advancement.
- Designed other internal materials including; illustrations, diagrams, banners, flyers and other signage.

### MARKETING COORDINATOR

Richmond Marketing

*Remote / Jan 2016 - Oct 2021*

- Developed holistic SEO strategies and effective digital marketing campaigns.
- Researched audience, keywords, and competitor analysis.
- Advised layout, content, and usability of websites.

### GRAPHIC DESIGNER

Graph-Tex

*Cortland, NY / Jan 2014 - Jan 2016*

- Created t-shirt designs for various universities, local businesses, events, and athletic brands such as Reebok.
- Efficiently developed & managed client web stores.
- Designed sell sheets, catalogs, social media ads, email ads, and more.
- Introduced & implemented simulated process printing with Separation Studio.

### GRAPHIC DESIGNER

D&B Sportswear

*Cortland, NY / Feb 2012 - Feb 2014*

- Designed t-shirts for various clients such as universities, businesses, and events.
- Managed online stores for sports team apparel and created the D&B website.
- Designed sublimated apparel, helmet wraps, promotional material & sell sheets.
- Utilized AccuRip and Separation Studio software as an advanced color separation technique for multi-color screenprinting on color garments.

## OTHER SKILLS

- Vector Art
- Type Hierarchy
- Color Theory
- Creative Thinker
- Organized
- Problem Solver
- Detail Oriented

## PROFICIENCY

- Adobe Illustrator
- Adobe Photoshop
- Dreamweaver
- Adobe XD
- After Effects
- Adobe InDesign
- Adobe Animate
- Mac & PC
- Wordpress
- Separation Studio
- Powerpoint
- Microsoft Word
- Basic HTML/CSS

### GRAPHIC DESIGNER

Graph-Tex

*Cortland, NY / May 2009 - Feb 2012*

- Created t-shirt designs for various universities, local businesses, events, and athletic brands such as Reebok.
- Efficiently developed & managed client web stores, which doubled in production and sales during my first two years, and continued to grow thereafter.
- Created the first websites for Graph-tex brands.
- Designed sell sheets, catalogs, social media ads, email ads, and more.
- Developed a clear understanding of spot color separation for prepress artwork.

### GRAPHIC DESIGNER

Porous Materials, Inc.

*Ithaca, NY / May 2007 - May 2009*

- Designed brochures, ads, mailers, and posters for the companies products.
- Created technical diagrams that represent testing techniques of machinery.
- Photographed products and retouched photos for marketing material.
- Edited literature on scientific principles and machine operating instructions.
- Photographed, videotaped, and created presentations for bi-annual seminars.
- Managed database by updating customer contacts and machine info when needed.

### TEACHER ASSISTANT

A.C.E. (Access to College Ed) Program at State University of New York at Cortland

*Cortland, NY / July 2005*

- Temporary summer position where I assisted in teaching high school students how to create webpages using Adobe Photoshop, Flash and HTML.

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## EDUCATION

### ASSOCIATE OF SCIENCE IN GRAPHIC DESIGN

Tompkins Cortland Community College

*Class of 2007*

## PROFESSIONAL DEVELOPMENT

### COURSE CERTIFICATE IN INTRO TO UI DESIGN [\(click to verify\)](#)

University of Minnesota via Coursera / 2019

### COURSE CERTIFICATE IN USER RESEARCH AND DESIGN [\(click to verify\)](#)

University of Minnesota via Coursera / 2019

### COURSE CERTIFICATE IN PROTOTYPING AND DESIGN [\(click to verify\)](#)

University of Minnesota via Coursera / 2019